MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK3814 – SALES MANAGEMENT
DISTANCE EDUCATION

2 JUNE 2016
9.00 a.m.-11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (*including* the cover page) with **FIVE (5)** questions only.

2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Discuss the FOUR (4) common bases that can be used by the sales organisation to structure the sales efforts. Describe any TWO (2) advantages and TWO (2) disadvantages of each base. (20 marks)

QUESTION TWO

(a) What is the difference between perceived role conflict and perceived role ambiguity? (6 marks)

(b) What are the relationships among sales expectations, valences for performance, instrumentalities, and valences for rewards? (8 marks)

(c) What does it mean in sales management to say "close supervision can be a two-edged sword?" (6 marks)

QUESTION THREE

What is a motivation in sales? Describe each career stage and discuss how to motivate each salesperson from the different career stages if you were the sales manager. (20 marks)

QUESTION FOUR

There are FOUR (4) steps of decision process in recruiting and selecting salespeople of an organisation. Explain each step in details if you have to hire new salespeople for your organisation. (20 marks)

QUESTION FIVE

As a sales manager, you have been assigned to develop a sales combination compensation plan. Describe the FIVE (5) questions that you need to address in order to develop an effective sales combination compensation plan. (20 marks)

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